

**VENTURA UNIFIED SCHOOL DISTRICT**  
**Ventura, California**  
**Resolution No. 19-06**  
**IN SUPPORT OF A CITYWIDE TOBACCO RETAIL LICENSING**  
**ORDINANCE IN THE CITY OF VENTURA**

**WHEREAS**, Ventura Unified School District works with the Ventura County Office of Education in alliance with Ventura County Public Health and other partnering public agencies to discourage tobacco use by VUSD students through our longstanding participation in state-wide Tobacco Use Prevention Education (TUPE) efforts for our secondary students; and

**WHEREAS**, VUSD and others engage in these efforts because educators clearly understand the importance of TUPE education to help prevent tobacco-related illnesses, knowing the best way to prevent tobacco-related illnesses is to keep youth from starting to smoke in the first place; and

**WHEREAS**, the tobacco industry has now targeted young people and vulnerable communities with tobacco products that mask the harsh taste of tobacco with flavors highly appealing to youth and with advertising designed to attract young people; and

**WHEREAS**, it is known that tobacco companies and retailers profit from the research-proven fact that the earlier a person starts to use tobacco, the harder it will become for them to quit; and

**WHEREAS**, smoking/vaping rates are higher among minorities of lower socioeconomic status; which is a result of the tobacco industry targeting communities of youth with aggressive marketing of vaping and electronic tobacco products; and

**WHEREAS**, according to VUSD's recent 2017-2018 California Healthy Kids Survey results, 74% of VUSD 11th graders believe it is either very easy or fairly easy to obtain cigarettes; 60% of VUSD 11th grade students reported use or experimentation electronic cigarettes or other vaping devices; 23% of 11th grade students use electronic cigarettes or other vaping devices regularly; 11% admitted to current use of electronic cigarettes at school; and less than half, approximately 40% of VUSD 11<sup>th</sup> grade smokers reported beginning smoking between ages 11-17;

**WHEREAS**; more than 34 tobacco retailers currently exist within 1,000 feet of a VUSD school site, and nearly 25% of tobacco retailers have been found to sell products to minors (under 21 years of age);

**NOW, THEREFORE, BE IT RESOLVED** that the Ventura Board of Education and the Ventura Unified School District join others in support of a citywide Tobacco Retail Licensing Ordinance to ensure tobacco retailers do not advertise or sell tobacco products to young people, and to prohibit the sale of flavored tobacco products in the City of Ventura; and

**FURTHERMORE, BE IT RESOLVED** that the Ventura Unified Board of Education and the Ventura Unified School District support prohibiting the sale of tobacco near child-sensitive areas.

PASSED AND ADOPTED on this date of \_\_\_\_\_

\_\_\_\_\_  
 President, Board of Education

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 Vice President, Board of Education

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 Member, Board of Education

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 Member, Board of Education

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 Member, Board of Education

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 Clerk of the Board / Superintendent